

Promoting English language and American culture through newsletters, video and Facebook



Project Title	Promoting English language and American culture through newsletters, video and Facebook
Project Summary	We seek an Intern to assist in: launching and maintaining an electronic newsletter for ESL university students; facilitating an ESL group; and developing simple Facebook campaigns.
Country	Mauritania
Agency	Department of State
DoS Office	N/A
Post	NOUAKCHOTT
Section	PAS
Number of Interns	1

Project Description

The Public Affairs Section (PAS) of the U.S. Embassy to the Islamic Republic of Mauritania is seeking an Intern with an interest in English as a Second Language (ESL) instruction and/or sharing American Culture who also has computer skills sufficient for basic electronic newsletter and simple Facebook campaign production. The intern would also be expected to assist with virtual facilitation of a regular English conversation club for ESL learners.

The intern will have three primary tasks: 1) develop an electronic newsletter, in English, whose readership will be university students interested in learning about English language and American culture; 2) facilitate or prepare materials for the facilitation of an English language conversation club group of 20 -40 Mauritanian students with beginning to intermediate English language skills; and 3) develop a monthly social media (Facebook) campaign on issues related to U.S. culture (e.g., Islam in America and the intern's town in particular); U.S. history (e.g., American presidents); employment tips (writing a resume, finding free training resources, interview skills); health information (e.g., innovations in treating/preventing malaria, hepatitis, etc).

Desired Skills Interests

Additional Information

Newsletter

The newsletter format must be easy to use so that PAS staff can produce their own newsletters after the conclusion of the virtual internship. The newsletter content will be produced by the intern, PAS staff and Mauritanian students. The newsletter will be a quarterly publication, and the intern would be expected to help us design issues that will be released during the intern period and preparing those issues that will be released after the intern period. Content will include: student poems, English language tips, short stories, American culture elements, English language games, U.S. university information and calendars about local English language events.

English language conversation club facilitation

Every Thursday afternoon, a group of 20 – 40 Mauritanian students interested in practicing their English language skills meet at the U.S. Embassy to listen to a presentation and then ask questions and discuss about what they have learned and how it applies to them. On occasion we also hold these sessions at our American Corners, which are located at local universities. Students are a mixed group of beginning and intermediate English language learners. Some sessions are facilitated by American guest speakers but other sessions are facilitated by an ESL Instructor (e.g., English language games). That ESL instructor will be leaving Mauritania in coming months and we are looking for additional facilitation support for the group. That facilitation could be by simply preparing materials for local employees to discuss with the group, or via a video conference set-up in which the virtual intern is actually facilitating the discussion via a live video feed.

Facebook campaigns

The U.S. Embassy to Mauritania attempts to post 1 -2 times per day. Our social media campaigns to date have been very limited due to staff time and capacity. We would like to inject more American elements into our Facebook page, but on themes to which our Mauritanian readership can identify. A campaign by the intern on Islam in America, for example, would be wildly popular. This could include a visit to a mosque in the virtual intern's town, and interview with the imam there, and something on the community projects in which the mosque is involved. Other themes we are seeking to incorporate and promote in our Facebook feed include: security (everything from violent extremism, to women's self defense); Science, Technology, Engineering and Math (STEM) skills for youth; increased U.S. trade and better familiarization with the African Growth and Opportunity Act (AGOA); freedom of expression (especially in the arts) and association; youth entrepreneurship; social cohesion and decreasing discrimination based on gender, race, ethnicity, language, religion or tribe, among others; and English language learning.

A simple campaign on what it is like to be a student in a U.S. university – day-to-day life, would also be very popular.

Campaigns could be daily or weekly, video or plain text with a copyright-free photo.

We are seeking to inject energy and more modern techniques into our Facebook despite the technical limitations

in Mauritania.

Language Requirements

None